

THE CONSUMER SATISFACTION AND CATCHMENT AREA OF BIG BAZAAR BUSINESS IN PRAYAGRAJ

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ABSTRACT

The importance of consumer satisfaction is very hot business topics from the 1980s. Consumer satisfaction considers the window of loyalty. Researchers question is on the base of consumer satisfaction and impact on overall performance in the big bazaar. We find the link between consumer satisfaction and higher profits. This research is about the recognizable proof of the satisfaction of the consumer and catchment region of Big Bazaar business in Prayagraj (Allahabad) and its entire services. The researcher utilizes the research of descriptive type and using simple random sampling process to identify the sample.

KEYWORDS: Consumer Satisfaction, Higher Profit & Catchment Area

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INTRODUCTION

As per Mahatma Gandhi, "The guest which is most significant on our premises is the consumer. He is not relying upon us. Our whole subject based on him. He is not disturbance or interference on our work but he is the basic reason for it. He is not outsider or irrelevant of our business but he is an essential part of it. We are here only to serving him not to help him or he is the one who is helping our business by allowing us an opportunity to do as per their wish".

The consumer is satisfied after buy relies upon the offer's presentation in connection to the expectation of the consumers. Satisfaction is the one's sentiments of joys or disillusionment which is coming about because of the contrasting of an item seen by presentation with their desire. The performance is not up to the mark as per consumer regarding their expectations, the consumer is only satisfied when the performance exceeds the consumer expectation.

The consumer is highly enchanted or satisfied when the performance exceeds expectation. Consumer assessment of the performances of the product rely upon numerous variables, particularly the sorts of the faithfulness relationship of the consumer with the brand. Consumer frequently from increasingly good view of an item with a brand they as of now feel positive about the Consumer-focused firm tries to make high consumer loyalty that is a definitive objective. The company may probably expand the benefit by other than incrementing the satisfaction. The company has might be purpose holders including representatives, vendor, providers and investors, spending more on satisfaction of the consumer may be convey assets from increasing the satisfaction of the Partner's.

COMPANY PROFILE

Big Bazaar is a large chain which consists of a number of markets in India, with in excess of hundred stores in activity. It is a major backup of the Company name Future Group Venture Limited's, and pursues the action plan which is taken from the major successful company based on United States and named as Wal-Mart. Major Services which are offered by Big Bazaar via Online shopping: Big Bazaar has a digital platform for its official site named www. Future Bazaar.com, which brings a major stand out amongst the public of India for giving the easy convenience of buying via Digital or Internet shopping. Future Bazaar is a digital platform for the business purpose of Future Group, which offer a large number of products and variety of products like, men and women products, portable adornments, various handsets and gadgets which includes camcorders, kitchen apparatuses, home theatre, LCD TVs, computerized camera and many other products.

'Hftekasabsesastad in' was first given by "Big Bazaar", where in extra and extraordinary limits were offered specially one very Wednesday consistently to attract the potential consumers into their store. At the degree of Security checking each exit of the Mall of Big Bazaar consists of Electronic Article Surveillance framework or alert frameworks, which identify the products that has joined labels or not.

- Big Bazaar is a large chain which consists of a number of markets in India, which obliges each and every family's needs and their prerequisites.
- Big Bazaar has opened the new entryways for the special fashion world of various style.
- Big Bazaar gathering various products offers in excess of hundred stores which are located throughout the country with special convenience offers in Indian bazaars' touch and feel with an accommodation.
- Big Bazaar has now a gigantic brand with lower white-collar class and working-class individuals. The overall chain across country of Big Bazaar is mainly framed by its CEO of Future Group named Mr. Kishore Biryani and their essential fascination related with sensible costs is their Unique Selling Price.
- Reflect the look and feel of Indian bazaars at their outlets with modern facilities.

IMPORTANCE OF CONSUMER SATISFACTION

Satisfaction of consumer measures are basic to any product or service company since consumer satisfaction is a solid indicator of consumer maintenance, consumer devotion and item repurchase. Some of the time companies are misinformed by the thought that consumer rely upon them. The reality of the situation is that we definitely so rely upon them. Numerous scientists and the scholarly world have featured the significance of consumer in the present market.

Research has demonstrated that when an individual is happy with a company or service, they are probably going to shares their experience to other people. Be that as it may, disappointed consumers are probably going to share their experiences with another 10 individuals of their bad experience.

The loyalty of consumer is a lot harder to get than consumer satisfaction. Despite the fact that consumer is happy with the company there are a few factors that could make the consumer imperfection to the challenge of competition, for example, finding a superior worth or the contender is progressively advantageous. All things considered, having abnormal amounts of consumers fulfillment does not generally prompt consumer steadfastness. In

any case, a company can't accomplish consumer faithfulness without having consumer satisfaction.

In this manner, however consumer satisfaction does not ensure the repurchase from a company but rather it plays a significant job in accomplishing consumer loyalty. Directing consumer satisfaction research will give your company the important understanding it needs to settle on educated choices so as to hold and build your consumer base and improve relationships with consumer.

REVIEW OF LITERATURE

According to Griffin, 1995, Improvement in retention of consumer is increased by a few rates focuses which can make company benefited by almost twenty five percent or more. According to the "University of Michigan" report, it found that for each increment in rate of consumer satisfaction, there is a 2.37% increment normally of quantifiable profit (Keiningham & Vavra, 2001).

According to Anderson & Zemke, 1998; Leland & Bailey, 1995, The message is as such the satisfied consumers helps in improvement of business and disappointed consumers is harmful or loss of business. Consumer satisfaction is an asset for business that is countable in business and observed & managed like valuable resources which benefits the business. Thusly, businesses that work to grow and prosper will basically understand the concept and its value as per business in the competitive world, assembling most suitable and benefitting operational definition (McColl-Kennedy and Schneider, 2000). This is only valid for product-based companies as well as service-based companies.

According to Gitomer, 1998, mainly business depends on consumer satisfaction and which affects the benefit of about each business. When consumers look others to get great services, it's obvious that it advises others about good services and almost advises 9 to 10 people. It is assessed that almost one part of American portion cover business by "casual" or "informal" or "word-of-mouth".

Suresh chander, Rajendran, & Kamalanabhan, 2001, The essential part of building up an operational definition is belonging to the particular segments for its consumer satisfaction which is used to clearly recognize the business nature in the domain of people for company image. This further collects the responses, investigation, and use this consumer satisfaction data for business expanding.

According to Suresh chander, Rajendran, & Kamalanabhan, 2001; Berry, 1980, products and Services are the major orientations of business. Products or goods are the physical assets of every business. These objects are tangible which mainly exist and business depends upon its, in reality. Items may incorporate PCs, vehicles, or restaurant food.

Services are virtual based that is it is not touchable as such products. Actually, Bateson (referred to Rajendran, Suresh chander & Kamalanabhan, 2001) noticed one most noteworthy qualification between a service & a product. This difference is the intangibility that is - it cannot be held, touched etc. Another difference is the part of social interactions or activities (Berry, 1980). The fully utilization of basically the service which consists of the interaction of the consumer and the producer. In this way services are not stored that is produced and consumed at the time without delay as it is perishable in nature (Carman and Langeard, 1980). Conveying service of high quality is a basic need of business (Cullen, 2001).

OBJECTIVE OF STUDY

- To present a financial or socio- economic profile of consumers.

- To analyze the consumer buying pattern and brand preferences.
- To recognize the level of consumer satisfaction in Big bazaar as for area, offers, limits, assortments, home conveyance and item go.
- To analyze eating out habits (malls) and impact on consumption patterns.

RESEARCH METHODOLOGY

The researcher utilized Descriptive research incorporates studies and actuality discovering enquires of various kind. The primary objective of this sort of research is to depict the information and qualities about what are being thinks about.

DATA COLLECTION AND SAMPLING

- **Primary Data**-The sampling outline for this investigation in corporates the consumers of Big Bazaar', Prayagraj. The example estimate for populace is 100 and the surveys were appropriated to the consumers who visited Big Bazaar. The example size picked for this examination is 100 consumers.
- **Secondary Source**-For Secondary, a proper analysis of the Services demanded as per consumers of Big Bazaar a brief study was done from the different sources which include major work and books, a great deal of relevant data is likewise collected from the official websites of the Big Bazaar and the relevant work from authority site.

RESEARCH DESIGN

Descriptive research (or research based on Statistics), portrays information and attributes about the population which are taken as sample being considered. Illustrative research addresses the inquiries based on who is the target, what information needed, where to find, when the data is relevant and how to take information in data form.

The depiction is used as per research need for averages, frequencies and other calculations of statistics. Regularly the most suitable methodology is taken, before working on the descriptive research and finally which lead to a review of final research design. A research based on Subjective regularly has the subject of what the observations are and what are their implications.

SAMPLING

A sample, as the name implies, is a smaller representation of a large whole. In this examination, the population is un ending in nature, sore searcher take or adopt the convenience sampling technique.

Sampling Plan

Since it is beyond the capacity to collect data of entire universe, so it will end up with a point to take sample from the universe to think and work on it.

- **Units (Sampling):** Consumers of Big bazaar.
- **Technique (Sample):** Random Sampling.
- **Instrument used for Research:** Structured based Questionnaire.

- Method of Contact: Contact via Personal Interview.

HYPOTHESIS

H0₁: There is critical relation between occupation and location.

H0₂: There is critical relation between satisfaction and gender in services given by consumer official.

DATA ANALYSIS

Income of Customer

Monthly Income	Frequency	In %
Below Rs. 10000	9	9
Rs 10000–20000	27	27
Rs 20000–30000	35	35
Above Rs 30000	29	29
Total	100	100

Interpretation: Maximum consumers are belonging to Rs. 20000 to 30000 income group those are consume the product from big bazaar in Prayagraj (Allahabad).

Educational Qualification

Category	Frequency	Percentage
Under-Graduate	11	11
Graduate	23	23
Post-Graduate	35	35
Professionals	31	31
Total	100	100

Interpretation: From the table we found the 35% of the consumer are post graduate come in Big Bazaar in Prayagraj (Allahabad).

Frequency to Visit in Big Bazaar

Scale	Frequency
Once (a week)	36
Twice (a week)	14
Only in Special-Offers	30
Whenever the needs arise	20
Total	100

Interpretation: The aim of this graph to understanding the frequency visit in the big bazaar to buy their services and products. The highest responses have been credited to once in seven days in shopping.

Happy with the Location of Big Bazaar

Scale	Frequency	In %
Yes	76	76
No	24	24
Total	100	100

Interpretation: From the statement we found that 76 % of individuals are content with the area of Big Bazaar in Prayagraj (Allahabad). It means preferred place in Prayagraj (Allahabad) Branch.

Big Bazaar Provides Convenient Parking For Consumer

Scale	Frequency	In %
Strongly Agree	46	46
Agree	38	38

Neither Agree nor Disagree	9	9
Disagree	5	5
Strongly Disagree	2	2
Total	100	100

Interpretation: From the above data 46 % number of consumers strongly agree for parking facility and 38 % are agree in Prayagraj (Allahabad) branch.

Consumption of Food and Groceries in Big Bazaar

Scale	Frequency	In %
Once (a week)	34	34
Twice (a week)	31	31
Only in Special Days	15	15
Whenever the chance	10	10
Total	100	100

Interpretation: Above the data frequency once in a week consumer comes in the big bazaar to eating out habit this is new trend of consumption pattern in big bazaar in Prayagraj (Allahabad) branch.

Anova Test

Sl. No	Factor	Highly Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Highly Dissatisfied
1	Parking	46	38	9	5	2
2	Location	60	25	8	4	3
3	Service Provide by Executives	25	20	32	18	5
4	Merchandising	32	35	10	16	7
5	Offer and Discount	15	28	34	12	11
6	Experience with Big Bazaar	9	20	38	23	10
7	Food and Groceries	12	32	45	8	3

Hypothesis 1

Relationship Between Location and Occupation

Sl. No	Factor	Highly Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Highly Dissatisfied
1	Parking	309	94.47	260.49	53	14.82
2	Location	997.29	10.75	293.77	68.55	8.12
3	Service Provide by Executives	11.73	68.55	47	32.71	0.72
4	Merchandising	12.81	45.15	229.21	13.83	1.32
5	Offer and Discount	180	0.07	78.49	0.07	26.52
6	Experience with Big Bazaar	377	68.55	165.37	114.91	17.22
7	Food and Groceries	269.61	13.83	394.41	18.31	8.12
Level of Significant = 5 % Degree of Freedom V1 = 4, V2 = 30 Calculated Value = 23.10 Tabulated Value = 2.69						

The above table shows that value of calculation is more than value in tabulated form hence hypothesis based on calculation is accepted and it is a significant relationship between location and occupation.

Hypothesis 2**Gender Satisfaction in Service Provided by Consumer Executive**

Gender	Highly Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Highly Dissatisfied	Total
Male	18	12	9	6	5	50
Female	20	16	10	2	2	50
Total	38	28	19	8	7	100
Level of Significant = 5 %						

Gender	Highly Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Highly Dissatisfied
Male	1	4	2.5	4	2.25
Female	1	4	2.5	4	2.25
Total	2	8	5.0	8	4.50
Degree of Freedom $V_1 = 4$, $V_2 = 5$					
Calculated Value = 82.10					
Tabulated Value = 5.19					

The above table shows that determined worth is more than tabulated worth henceforth hypothesis is accepted. There is huge relation between satisfaction and gender in service given by consumer official.

FINDINGS

- In India, the Big Bazaar position is number one retailer without any doubt. In addition to this it also built extremely emotional and sincere attachments with its consumers.
- They are also expecting to manage and build long term relationship with its business partners which are extremely fundamental for effective venture.
- In addition to this the consumer also get great facility of parking.
- Cleanliness condition are additionally the significant concern for Big bazaar and the board should be center around it.
- Store layout be created in a way that the consumer can get organized mall and manage time effectively.
- According to research, I get that the major people were attracted and influenced in with special plans & offers. Along these lines, Big Bazaar should make employees to those people who are trained in the same field to give relevant information to the consumer for better consumer services.
- Consumer picks the centers for shopping to shop as they all need the various products their variety and relevant brands. Consumers is also economical relevant to price.
- We can also say that consumers not only look economical products, variety in products, location and conveniences products but also good consumer service is one of the significant components that attract consumers.

CONCLUSIONS

The researchers consider a clear plan to make understanding of the consumer satisfaction in big bazaar in Prayagraj (Allahabad) branch. The consumer is the principle mainstay of effective business; consequently, in our examination we analyze the level of satisfaction of each and every department. Consumer officials ought to be given the item learning to give the better services to consumers. In the ongoing time green packs can be presented in the Big bazaar as their corporate social duty towards the general public. In view of the examination it tends to be inferred that consumer loyalty is significant. Consumer satisfaction is a direct deciding element in consumer loyalty which thusly is a central (focal) determinant of consumer retention. Subsequently, organizations ought to dependably endeavor to guarantee that their consumers are extremely satisfied.

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